



UNIVERSITÀ
CATTOLICA
del Sacro Cuore



Università degli Studi di Pavia

Summer School 2012 - Executive Education Training Program 7th Edition

presents

INTELLECTUAL PROPERTY RIGHTS IN CHINA

Mr Sergio BERTASI
Intesa San Paolo Chief Representative in Beijing

Mr Davide FOLLADOR
Franzosi Dal Negro Pensato Setti, Attorneys at Law in Beijing

AGENDA

Introduction

Prof. Paolo Farah

4:00 - 5:00 - **Italian companies' investments in China. The Bank's perspective**
Mr Sergio Bertasi

5:00 - 6:30 - **How to enforce your Intellectual Property Rights in China**
Mr Davide Follador

Q & A



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Peking University School of Government • Wednesday July 25, 2012 • Starting at 4:00 pm

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